

meet the high market standards in UAE, VeggiTech introduced fully controlled high-tech indoor farms with hydroponics, grow lights and fully digitalized processes that are powered by AGRIVI farm management software.

CHALLENGE

Today, food traceability is a huge topic in food production and is globally emphasized among the consumers and food producers alike. Consumers are becoming more aware of the upsides of a healthy diet, and are interested in knowing what exactly they are consuming. This trend is not only present, but gaining steam in the United Arab Emirates (UAE), a high-end market that demands premium food quality to match the customer experience.

VeggiTech faced many challenges common among food producers that aren't fully digitized. There was no adequate input usage tracking, workforce management and stock monitoring was inefficient and productivity and profitability data were lacking. But, among all aforementioned challenges, food traceability stood out. What VeggiTech needed was a central platform in order